AGRICULTURAL MARKETING

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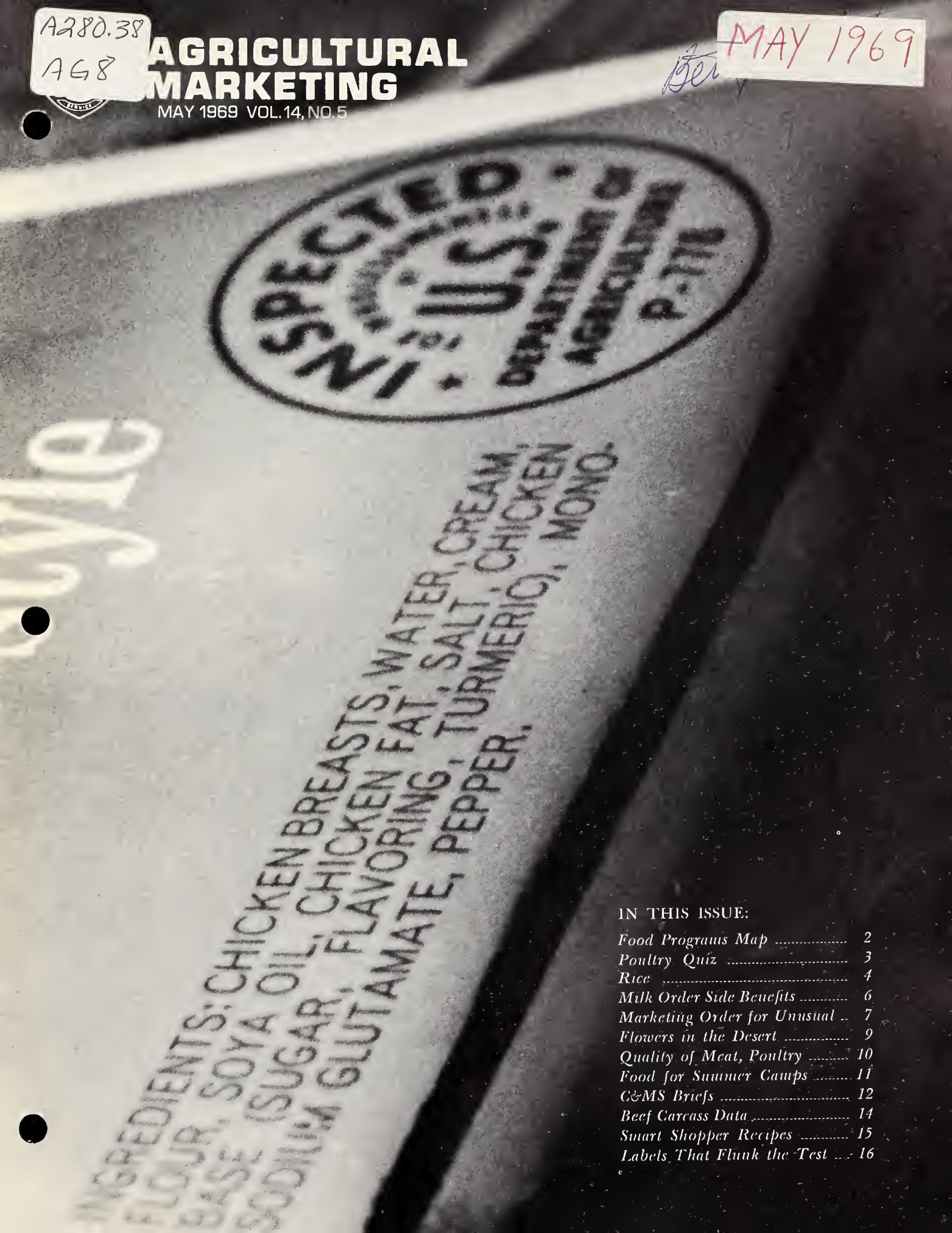

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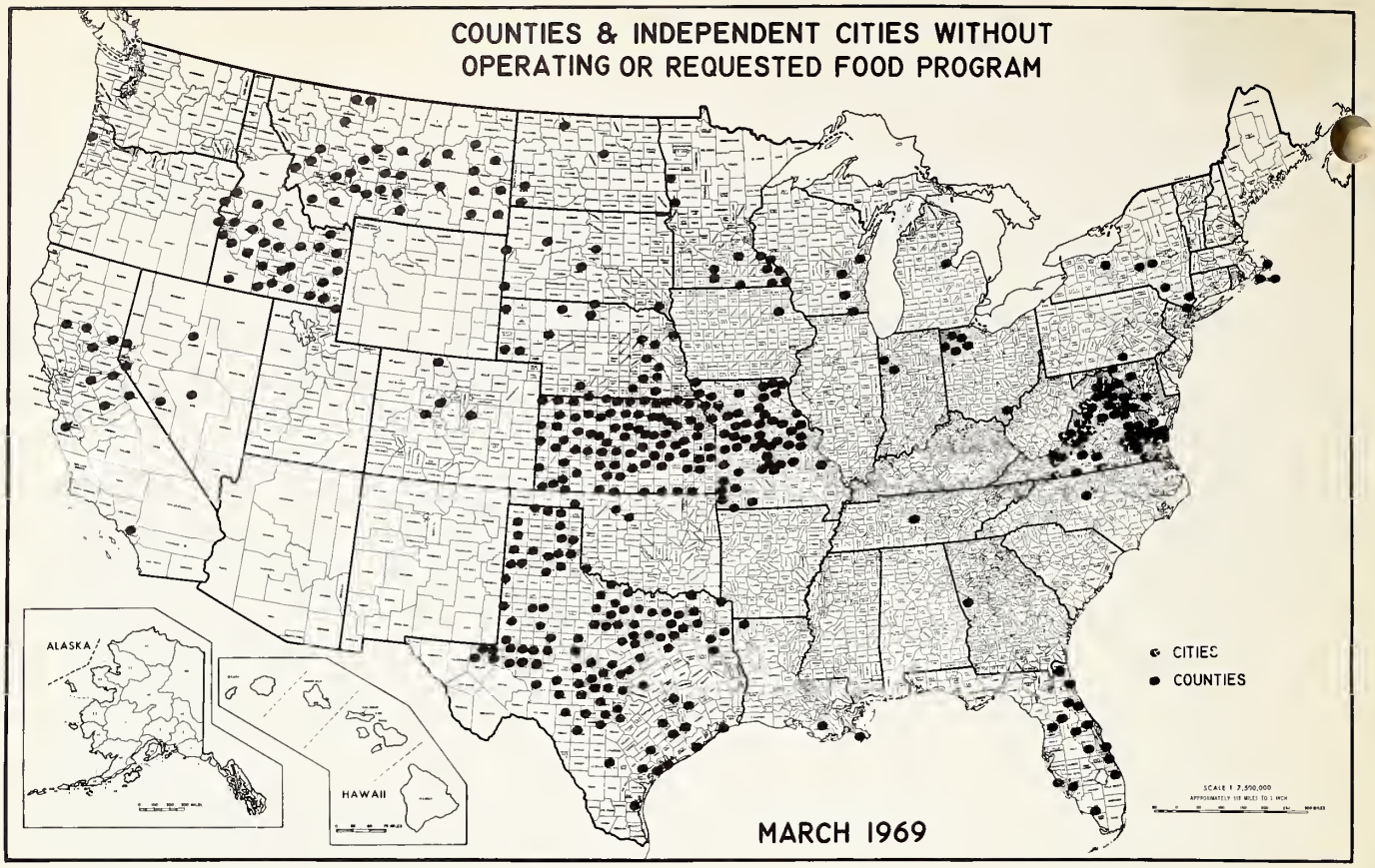
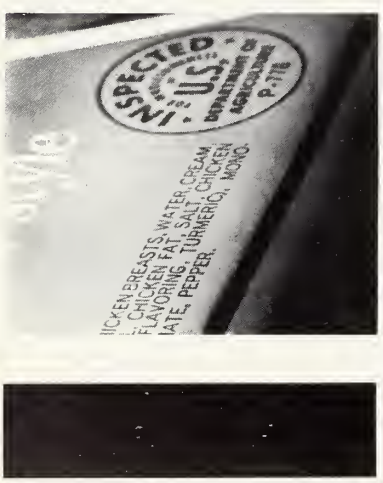


COVER STORY

Consumers see only labels fully reviewed and approved by C&MS specialists. There are many labels that just don't pass the test. See page 16.



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Reference to commercial products and services does not imply endorsement or discrimination by the Department of Agriculture.

poultry quiz

MANY OF US ADMIT that we could learn something about choosing poultry. The U.S. Department of Agriculture's Consumer and Marketing Service provides this quiz for those who want to see how much they really know—or need to learn!

QUESTIONS:

1. The inspection mark is assurance that your poultry has been inspected and is:
   a) tender and nutritious.
   b) safe to eat.
   c) of good quality.

2. The USDA poultry inspectors examine:
   a) every bird within a federally inspected plant.
   b) a representative sampling of each farmer's poultry.
   c) one of every ten birds within a federally inspected plant.

3. The shield-shaped mark on a package of poultry or on a wing tag means:
   a) the poultry has been inspected for wholesomeness.
   b) the poultry has been graded for quality.
   c) both.

4. USDA Grade A means that, in comparison with lower grades, poultry marked with this grade has superior: (check one or more)
   a) appearance
   b) meatiness
   c) fat cover and freedom from defects.
   d) tenderness
   e) nutrition
   f) all of these.

5. The U.S. Department of Agriculture has grades for only two kinds of poultry: chickens and turkeys.
   a) true
   b) false

6. Which of the following "class" names indicate young poultry?
   a) duckling
   b) frying chicken (broiler)
   c) fryer-roaster turkey
   d) fowl

7. You want to prepare a chicken salad for a summer luncheon. Could you use a stewing chicken to make this?
   a) yes
   b) no

8. Turkeys are expensive and hard to find in a store except at Thanksgiving and Christmas.
   a) true
   b) false

9. Chicken may be kept in your refrigerator, before cooking, for:
   a) not more than 1 to 2 days
   b) 5 to 7 days
   c) longer than 7 days

10. Your favorite chicken recipe calls for first browning and then baking your bird. You would like to brown it a day ahead to have it ready for baking the next day. Is this an acceptable procedure?
   a) yes
   b) no

ANSWERS:

1. b) safe to eat. The round inspection mark is assurance of a clean, wholesome product. It does not relate to the quality or tenderness of poultry.

2. a) Every bird within a federally inspected plant is inspected.

3. b) The shield-shaped grade mark is assurance the poultry has been officially graded for quality under USDA supervision. However, poultry may be graded only if it has first been federally inspected for wholesomeness.

4. a) appearance; b) meatiness; c) fat cover and freedom from defects. These are the major quality factors determining the grade. USDA Grade A poultry is tops in all three. You will practically never see lower grade poultry carrying the grade designation. All grades are equally nutritious. Tenderness is not a grade factor; it is determined by the age of the bird, indicated by the "class" name.

5. b) false. The U.S. Department of Agriculture has grades for chickens, turkeys, geese, ducks and guineas.

6. a) duckling, b) frying chicken (broiler), and c) fryer-roaster turkey. Duckling is a young duck. A young chicken may be labeled as a frying chicken or a broiler. Fryer-roaster is one of the classes of young turkeys—they may also be labeled as young turkey, young hen, or young tom. Fowl is another name for stewing chicken. It is important to know these class names because they tell you not only the relative tenderness of poultry but also suggest appropriate cooking methods. Young poultry can be cooked in a variety of ways. Older poultry is best cooked with moist heat.

7. a) yes. A stewing chicken would be appropriate for making chicken salad. Cooked properly, this older chicken can be just as tender as a young chicken. You could also use a frying chicken to make chicken salad. Price would probably determine your choice.

8. b) false. Turkey is an economical poultry choice at any time of the year—and is in abundant supply the year round.

9. a) not more than 1 to 2 days. Poultry is perishable. Therefore it should be kept in a freezer if you do not plan to cook it within 2 days.

10. b) no. Poultry should be completely cooked at one time. Never partially cook poultry one day and finish cooking it at a later time. This could encourage harmful bacteria growth.

Scoring:

Ten points for each correct answer.

80-100 points. Excellent! Either you work for the Consumer and Marketing Service, or you are a good shopper who knows how to read labels.

60-80 points. Good. You are a good shopper, but you could benefit from some additional information.

Below 60. Fair. You are a fair shopper, but you need some assistance. You can write for "How to Buy Poultry" (G-157) from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Don't forget your ZIP code. □

RICE

By Murray Bell

RICE IS THE STAFF of life for about *one billion* people in the world. For more than 5,000 years this important grain has been the chief sustenance for more than a third of the world's population.

Rice is not only the staff of life for many, it is also a very popular food for millions of other people.

In the United States, for example, we consumed an average of 7.8 pounds of rice per person during 1968. Two reasons for the popularity of rice in this country are that it goes well with so many foods and is low in cost.

The United States, with only 2 percent of the world's rice acreage, is the biggest exporter of rice in the world. To keep this production moving efficiently from producer to consumer, the U.S. Department of Agriculture's Consumer and Marketing Service maintains official standards of quality for rice. These standards form the basis for trade of rice around the world and protect the many interests involved in the production and marketing of rice.

There are more than 7,000 varieties of rice grown around the world. These varieties fall into several categories or kinds of rice which you can find on the grocery shelf. But it is easy to be confused by the kinds of rice available.

The following glossary should help clarify the many terms associated with rice.

* RICE—As defined in Webster's dictionary, rice is a cereal grass grown widely in warm climates. The starchy seeds or kernels of this grass are used as food. Rich in vitamins and minerals, rice is a good source of high-quality protein. The rice kernel is made up of the following parts:

The *hull*—the outer wrapping which protects the seed.

The *bran layer*—the next inner wrapping containing oil, fiber, ash, and protein.

The *germ*—the embryo containing carbohydrate, ash, oil, and protein.

The *endosperm*—the inner kernel which is principally carbohydrate but also contains protein.

* ROUGH RICE—unprocessed rice as it comes from the farm, with neither the hull nor the bran removed.

* BROWN RICE—rice which has had the hull removed. Brown rice, which is available in most stores, has a nutty flavor, and is ideal for making stuffing for poultry.

* MILLED (OR WHITE) RICE—rice which has had the hull and all or most of the bran layers removed. White rice is used in puddings, as a complement for main meat and seafood dishes, for breakfast foods, and in baby foods. Some infants are placed on diets of rice cereal and milk formula during the first few weeks of life. Milled rice is also good for people on special diets.

* ENRICHED RICE—white rice enriched with thiamine, niacin, and iron.

* PARBOILED AND CONVERTED RICE—two types of partially processed rice which have been soaked, steamed and dried. Available as white or brown, parboiled and converted rice are ideal for general eating purposes. Both kinds are easier to prepare than uncooked rice because they require less time for cooking. In the parboiling process some of the nutrients from the bran are driven into the inner kernel.

* INSTANT RICE—precooked rice available in instant form. For preparation, all you do is heat the rice in boiling water for a few minutes.

* SHORT GRAIN RICE—Kernels of short grain rice are about twice as long as they are wide. (All rice comes in various sizes based on the length/width ratio of the individual kernels of rice. Packages of rice often show these sizes.) In this country, short grain rice is grown primarily in California. It cooks very moist and tender and the individual kernels cling together. Short grain rice is ideal for puddings, stuffings, and rice rings.

* MEDIUM GRAIN RICE—rice whose kernels are about 2½ times longer than they are wide. It is similar to short grain rice, being almost as tender and moist as the former. Medium grain rice, whether it is white or brown, goes well with meat dishes, stuffings, and puddings.

* LONG GRAIN RICE—rice whose kernels are about three times longer than they are wide. Long grain rice cooks firm and dry. Individual kernels stand alone and do not stick together. Long grain rice is ideal as a side dish, for soups, and with gravy. Long grain rice is grown in Texas, Louisiana, Mississippi and Arkansas.

* WILD RICE—a tall annual grass, distantly related to cultivated rice, and grown wild in certain parts of the country, mostly in Northern Minnesota. For centuries it has been harvested by Indians by bending the growing plants over their canoes or small flatboats and knocking the rice into the boat with sticks. Wild rice has a nutty flavor, is rather expensive, but can be found on many grocery shelves. □

The author is a Grain Marketing Specialist, Standardization Branch, Grain Division, C&MS, USDA.

It's been said that . . .
** Food has a controlling influence on the temperament of people. Irritable and nervous people should eat rice for its curative properties—healthy, normal ones, as a preventative. (Reported in a 1919 rice publication.)*
** Rice culture was mentioned in the Jewish Talmud and referred to by numerous Greek and Roman historians and poets. Its origin seems to have been in India 50 centuries ago, approximately 3000 B.C.*
Rice was first introduced in the United States around the 17th Century.
** Before the Civil War, rice was generally planted in March and April to escape the rice birds.*
These birds would stop in the fields on their way North and almost finish off a field—and a planter's profit.
The April crop was smaller than a crop planted in June, but at least it escaped the devastation of the visiting birds. (From an early USDA publication.) □

How To Select and Cook Rice

Although rice is graded for quality at the producer level by the U.S. Department of Agriculture's Consumer and Marketing Service, the grades do not carry through to the consumer package. Your best bet is to buy white or brown rice in cellophane packages so you can readily see its quality. Look for general cleanliness and uniformity throughout the product. Avoid packages with too many broken pieces.

When preparing rice, remember that one cup of raw rice will expand into four cups of cooked rice.

When you prepare rice, use the smallest amount of water needed so that all of it is absorbed and the vitamins and minerals are retained. Proportions of 1 cup of rice and 2 cups of boiling water are used for white rice. Sprinkle the rice into boiling water, place a cover on the pan to hold in the steam, and cook the rice over low heat until the water is absorbed (about 20 minutes). Remove the pan from the heat and let it stand for 10 minutes so the rice will finish cooking in its own steam. The cooked rice will be tender, firm, and dry. For softer cooked rice, cook longer and increase the water slightly. Remember, do not stir rice.

Follow directions on the package when preparing partially cooked or instant rice. □

Added to Federal Milk Orders: SIDE BENEFITS

By H. L. Forest, Director, Dairy Division, C&MS, USDA

If you are a dairy farmer delivering milk to a Federal milk order marketing area, or a milk dealer doing business there, you have an important side benefit deriving from the milk order: special marketing information provided on supplies, sales and prices of milk.

Most milk market administrators of the orders issue monthly bulletins containing such information for dairy farmers and milk dealers who otherwise would not have it. In addition, the Program Analysis Branch of the Dairy Division in the U.S. Department of Agriculture's Consumer and Marketing Service publishes information pertaining to all Federal milk order markets. These data are widely used by those who must make marketing decisions.

For example, there is no limit under a Federal milk order as to where a dairy farmer may sell his milk. He is free to seek a market and sell where he chooses, if he can negotiate a sale. At times one market may be more advantageous to him than another. He can often find out by referring to the milk order marketing information.

It can tell the farmer (or his cooperative) what prices are being paid for milk in the various markets to which he has access, and to which he might be thinking about shipping milk. And even within individual milk order marketing areas where there are milk plants far out in the market it is customary for the market administrator to publish information on the volume of sales at these locations, and the blend price payable to farmers at the various plants.

Then the farmer can choose the most favorable place in the market to sell, in relation to his own farm location.

For a dairy farmer, the monthly marketing information can serve another purpose. He can use it in checking the price he actually gets for his milk against the price announced under the order.

Federal milk orders require milk dealers to account to the dairy farmer for milk weights, butterfat test, and the official blend price. The dealers must pay him at least the price prescribed in the order. If any deductions are made from a farmer's payment for hauling his milk, or for any other special service, these deductions must be agreed to by the farmer. This accounting of specific information must be furnished to the farmer each time he is paid, so that he has a complete record he himself can check out.

And he can check it out against the milk order marketing information, and make his own calculations to verify that he was properly paid.

Milk dealers, both in buying milk, and in their sales strategy, use the milk order marketing information to guide them. It helps keep them informed on sales and supplies of milk in various markets within their reach. They can make comparisons from one market to another as to prices required to be paid to farmers for milk for bottling, and for the surplus which will go into manufactured dairy products. Then they can sometimes make advantageous shifts in some of their operations.

Another side benefit deriving from the published milk order information is its helpfulness to researchers who investigate proposed modifications of the Federal milk order program.

And under the system of pricing milk to farmers by milk order formulas, farmers and dealers alike have some assurance of what the relative price levels will be among various markets in the foreseeable future. This helps them make wiser marketing decisions. They can plan ahead.

The fact that farmers and milk dealers can make decisions in the light of specific and reliable marketing information tends to make for greater efficiencies in the marketing system. It helps to reduce costly risk, uncertainty, and marketing mistakes. Supplies of milk flow more orderly in response to demand.

These efficiencies are passed on to the general public in more stable prices and in the dependable supplies of milk which consumers enjoy. □

The author is Director, Dairy Division, C&MS, USDA.

a marketing order for the UNUSUAL

By Charles A. Rusk

MARKETING ORDERS normally are established to help get edible commodities from growers to consumers in an orderly manner. There are marketing orders for oranges, potatoes, walnuts, and many other good things to eat.

Then, there's this other commodity that's under a marketing order. You probably wouldn't recognize it if you saw it. You couldn't use it if you bought it. Still, when you consider that the current crop is expected to be about 40-45 million pounds, there must be some use for it.

This commodity grows on a twining vine, but it looks like a small pine cone, except that it is yellowish green and its petal-like scales feel loose and papery.

The commodity is hops.

Hops are essential to brewing beer and other malt beverages. A brewer uses just a pinch of hops, about a quarter of a pound, to brew a 31-gallon barrel. Nearly 44 million pounds of domestic and imported hops are expected to be used in this country this year, and exports of U.S. hops should reach 21,500,000 pounds.

The entire hops crop in the U.S. is grown in Washington, Oregon, Idaho, and California by less than 300 producers.

A marketing order for hops was established in 1966 by the industry in cooperation with the U.S. Department of Agriculture to limit the quantity of hops sold each year to approximately the market requirements. This is done by initially assigning to producers an allotment base according to their previous sales during a pre-determined period. An annual allotment percentage is then established and dealers can handle only specified quantities of hops according to the allotment percentage and the producer's allotment base.

When the crop of hops is larger than the permissible salable amount, the excess hops are pooled as reserve hops. If there is no apparent need for them, they are used in noncompetitive outlets such as fodder or mulch. The hops marketing order was initiated and is operated by the growers and handlers to build a stable market for their crop. Guidance is furnished by marketing specialists in USDA's Consumer and Marketing Service. The hop marketing order was the second order established which uses the producer allotment approach. If it continues to accomplish its purpose, a new concept in marketing orders may be established.

Hops were introduced into the United States as early as 1629 and were grown for domestic use in New York in 1646 when it was still New Netherlands.

The hop yards in New York started commercial production about 1808, and by the end of the War Between the States, production was more than 21 million pounds per year. The New York hops industry prospered until the 1920's when it was virtually wiped out by downy mildew.

By that time, however, the industry was well established in the Pacific Northwest. Hop growing started there about 1849, and was in full swing by the end of the 1860's.

The author is a Marketing Specialist, Fruit and Vegetable Division, C&MS, USDA.

Hops are grown on wire trellises 16 to 22 feet high. Young vines, which usually are started from root cuttings rather than seeds, have been known to grow six inches or more in 24 hours under favorable conditions. Three principal varieties of hops are produced in this country: Clusters, Fuggles, and English.

During the growing season, the climbing hop vines, which always wind in a clockwise direction, must be trained to follow string which is hung from the trellises.

The vines are susceptible to many virus diseases and insect pests. With the lesson of the New York yards in mind, producers keep the diseases in check by removing and destroying diseased vines and by frequent spraying and dusting with pesticides.

Hops are in their prime condition and contain their maximum brewing value for only five to ten days. It is at this time when they must be harvested. After the hops are picked and cleaned, they must be dried and cured. This process reduces the moisture content of the hops from about 75 percent to about 10 percent.

In the drying process, hops are loosely stacked in kilns. Air, heated to 150 degrees, is forced through the stacks. After drying, the hops are stacked in other buildings to cool. The drying takes only 6 to 20 hours, but the cooling requires up to 12 days to complete. After the curing process hops are baled up, approximately 200 pounds each, and transported to breweries.

At the brewery, four properties of hops come into use; oil, resin, bittering element, and organic acid. Hop oil imparts a characteristic aroma. Hop bitter and organic acid adds to the pleasantly bitter taste. Hop resin helps in preservation due to its antiseptic properties. Preservation is becoming less important since pasteurization has come into widespread use and breweries have higher levels of sanitation.

Although only a hint of hops is used in brewing, malt beverages would be almost unpalatable without it. The importance of this commodity is understandable when you consider that no satisfactory substitue has ever been found for the little known hop. □

B. P. Taylor's success with the breakfast and lunch programs in his schools recently came to light when he testified before the Senate Select Committee on Nutrition and Human Needs, chaired by Senator George McGovern (D-S.Dak.).

Flowers in the Desert

How one dedicated man pursued the philosophy that you can't teach a hungry child.

Dusty streets, gnarled mesquite trees and dry, brittle lawns pattern the town of San Diego, Texas. Coaxing flowers to grow in this country is a full-time job. Ten years ago the youth of this south Texas community were struggling along too—going to school with empty stomachs and carrying tortillas with beans in brown paper bags.

Teachers in the San Diego school system had trouble keeping the students' attention. They were drowsy and listless long before noon. School officials were sure their charges were not getting enough to eat.

B. P. Taylor, superintendent of schools, decided to do something about San Diego's hungry and malnourished youngsters. Early in 1960, he experimented with the students by giving them one vitamin pill a day. His hope was to increase school attendance. A pill on an empty stomach was not enough, so he abandoned the plan. He then turned his efforts to a small feeding program the school could afford.

Using surplus commodities provided by the U.S. Department of Agriculture under the National School Lunch Act, Taylor started feeding lunches to his students.

This was it.

This was the weapon the school needed to fight hunger.

"Feeding the children became our first priority. Our philosophy is you can't teach a hungry child.

"First thing we did was go into the homes to explain the program to the parents. We sold it on its merits. Soon the children learned to eat the food served to them in the lunchroom. Attendance started picking up."

In 1964, Taylor expanded the school lunch program to all students. Those who could not afford the noon meal were given free lunches. None of the children who receive free service are identified. The school teachers deal in numbers, and records are strictly confidential.

"As far as the families are concerned, we don't tell them, 'you are needy.' That is not our philosophy. Health happens to be a requirement for school participation. The school tries to teach the parents when and when not to be concerned. If a child gets sick, the school nurse takes care of him."

Parents, teachers, and the school board work closely with Taylor. They feel a sense of responsibility for the children's health.

"By the time we adopted the breakfast program, we knew the ins and outs.

"We knew who we were dealing with and the success of the lunch program had established confidence in the parents.

"Before the breakfast program actually started we told the teachers and the students the date the first breakfast was to be served and the time—7:15 a.m. Everybody was on time the very first day the breakfast program started.

"With the teachers and the students eating breakfast like they were, you'd think they had been doing it for years."

Taylor said not one single teacher complained about the early hour, no one called in sick, and they all enjoyed themselves.

What do the students of San Diego eat? Everything that it takes to have a good, balanced diet. The school uses meats, fresh vegetables, fish and USDA donated commodities.

"They drink tremendous amounts of milk. We're a real server of juices, too."

As a direct result of these feeding programs coupled with some of his own innovations—keeping the school gym open year round, no candy or soda pop vending machines through the third grade, a full-fledged physical education program starting in the fourth grade, physical check-ups and innoculations, dental care, and a preschool program which prepares the children for 13 months before they enter the first grade—daily attendance is 90-95 percent in the lower grades, 93 percent overall as compared with 80 percent before the feeding programs were initiated, and the dropout rate is less than 2 percent of the 1,600 student population.

"We insist that needy children eat breakfast and lunch.

"If a child misses breakfast but shows up for lunch we find out why. We don't send notes, we go into the home. If the excuse is not good, we explain the importance of the breakfast meal and we tell the parents we want to see their youngster graduate. We try to enlist their help."

Taylor feels the school is making headway. In 1968, 93 percent of the students who qualified ate breakfast at school.

How does he handle his critics? Like all administrators, Taylor had his critics when he first began feeding with donated foods.

"Nobody wants to deny a child a meal."

So he asked his critics if they would refuse to feed a hungry youngster.

"No one has the guts to say don't feed the child."

The success of the school feeding program has paled his critics' cry. □

Quality Control for Meat and Poultry Products:

C & MS Inspector Checks the Processor's Checking

By Irwin Fried

TAKE A CAN of beef stew.

Modern industry has developed equipment and production techniques that put processed meat and poultry products that used to take a homemaker much time and effort to prepare, like beef stew, on the shelves of grocery stores. And the industry is constantly seeking more effective ways to check on the processing of these products, so that the can of beef stew they make today is as much as possible like the can of beef stew a housewife bought last week.

Inspectors with the meat and poultry inspection program of the U.S. Department of Agriculture's Consumer and Marketing Service examine meat and poultry products during each step of processing to make sure they are wholesome and truthfully labeled. It is the responsibility of the processor, however, to make sure that his products meet the requirements for which the inspector checks. Many processors are inaugurating quality control programs to provide a more effective check on the quality and the wholesomeness of their products.

Quality control is a system that allows the processor to conduct checks throughout production on the quantities of his ingredients, the temperature of the cooking, and other factors that affect the quality and the wholesomeness of his product. Thus the inspector does not test samples of the finished product only. If, at the end of production, the C&MS inspector finds products that are unwholesome, that don't weigh enough, or that do not contain enough meat, a whole day's work may be found unacceptable. However, if the processor checks these things at all points along the line, he can correct any deficiencies before cans are sealed or packages frozen.

A full quality control program works from the purchasing of the ingredients to the shipping of the finished product. It provides checks on anything for which a standard is set and for anything that could be measured in some way. Weights and quantities can be measured with scales, but the program may also include chemical and bacteriological analysis. It is a standardized system which uses statistical sampling. Such a program recognizes that no two things—be they marbles or apples or cans of beef stew—are ever exactly alike, but also recognizes that normal variations from the standards that are measurable in many cases can be controlled.

The processor may use a quality control program to make sure his beef stew has the flavor or the consistency he desires, but he may also employ the system to make sure standards set up by C&MS are met. Examples of some of the standards that apply include the requirements that beef stew must contain at least 25 percent beef and that the net weight statement on the label must be accurate. And, of course, the product must be wholesome.

If a product does not meet these requirements, the processor is forced —depending on what is wrong with his product—to destroy it, to give it away, to sell it to an institution at a reduced price as a product light in weight, or to go through the costly operation of reprocessing it.

C&MS is encouraging processors to use quality control programs to check for compliance with C&MS regulations, and in many cases is sending food technologists with statistical backgrounds to help manufacturers set up such quality control programs. If the processor shows that he does have an effective system, C&MS will accept it.

Once a program is approved, the C&MS inspector, who is trained on how the quality control system works and who has all the plant's records available to him, makes sure that the program is being conducted properly. In this way he only has to check the checking.

The inspector has the responsibility of making sure that these requirements are met, but the processor can have more assurance that they will be by using a quality control program.

The program gives the processor a better check on his product, allows him to correct any deviations instantly, and lets him move his product out at the end of production without waiting for the inspector to conduct many of his tests. It also provides the manufacturer with more objective evidence with which to judge his product and often allows him to find ways to improve his production techniques.

Improved techniques are an advantage to the consumer, who also has greater assurance that the can of beef stew she buys complies with C&MS regulations. More of the product is checked under a quality control program than under the system of the inspector sampling the finished lot.

So, take a can of beef stew. Modern industry has made it available, and is providing a system for checking its quality. C&MS makes sure that the system works, providing advantages for the processor and for the consumer. □

The author is Acting Chief, Planning Branch, Processed Food Inspection Division, C&MS, USDA.

Food for Summer Camps

SCHOOL'S END heralds the beginning of summer. Shortly, many children will be heading for summer camps. This year some 1,500,000 children are expected to attend 6,900 camps.

Managers of non-profit camps for children may be interested in knowing what the U.S. Department of Agriculture can do to help them improve the nutritional value of their feeding operation.

USDA will help summer camp food programs with about $2,600,000 worth of food.

Foods that USDA's Consumer and Marketing Service is making available this year include:

dry beans	flour
bulgur (wheat)	lard/shortening
butter	nonfat dry milk
cheese	rolled oats
corn grits	rice
cornmeal	rolled wheat
peanut butter	canned chopped meat

C&MS' Commodity Distribution Division has been concentrating on making camps aware of USDA services focusing on improved feeding and child nutrition. Camps can expect all or most of the listed commodities depending upon availability and local food preferences, as determined by the State agency handling donated foods. The quantity available depends upon use patterns of the camps and in some instances, the amounts available from USDA. As always, camps may accept lesser amounts that meet their needs. USDA's donations are delivered free at central locations in the States. Some States may have a small service charge to defray State costs.

Camp directors may find out when and if other foods become available by asking for guidance from their State agency or the nearest Consumer Food Programs district office.

All camps receiving Federal foods must comply with the Civil Rights Act of 1964 in that no child may be denied admission because of race, color, or national origin.

To help their food service personnel, summer camps may order the following publications from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402:

PA-270 Food Buying Guide for Type A School Lunches—$1.25.

PA-403 Food Storage Guide for Schools and Institutions—$.25.

PA-631 Quantity Recipes for Type A School Lunches—$4.00.

C&MS also has fact sheets for donated foods, giving recipes and storage information. The Plentiful Foods Program offers tips that provide for better meals. Monthly bulletins containing suggested uses for foods that are in plentiful supply in stores may be obtained by writing to the Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. □

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

MEET A NUTRITION EDUCATION COMMITTEE

Let's meet the Dyer County, Tenn., Nutrition Education Committee. It is similar to many other groups formed across the country in areas where the U.S. Department of Agriculture's Food Stamp Program operates. The committee comprises mostly local nutrition experts, many of whom serve voluntarily without pay. Their main purpose is to encourage food stamp participants to make the most of their food money and their bonus food coupons by buying and using the foods most needed in their diets. The Food Stamp Act of 1964 encourages such efforts.

Among its other activities, the Dyer County committee prepares a leaflet each month containing information on foods and nutrition from several Federal and State agencies. These are given to food stamp customers, to children in school, to anyone interested in nutrition and health. These same people may also attend the committee's meetings, which once featured a grocer-participant in the Food Stamp Program and once a customer-participant.

The grocer-participant said the Food Stamp Program was truly a blessing to Dyer County's low-income families, especially where small children need milk and baby foods and where diabetics and others require special foods.

The customer-participant said the extra stamps brought the family fresh vegetables and meat, and fresh milk. And sometimes the family had food left over at the end of the month.

Dyer County is one of the Nation's poorest counties. But its low-income families have enjoyed the benefits of USDA's Food Stamp Program since November 1965. Since that date, through December 1968, more than $573,000 worth of bonus coupons have been distributed in the county. □

NOW YOU KNOW

The Aleutian Islands, the Kenai-Cook Inlet, Bristol Bay, Kodiak, and Seward are areas of Alaska that recently joined the U.S. Department of Agriculture's Food Stamp Program. This means that all 14 political districts in the State now bring the benefits of this food help program to their low-income families. The program is administered by USDA's Consumer and Marketing Service. Other States with food stamp programs operating in all the State's counties are Hawaii, South Carolina, Utah, Vermont, Washington, West Virginia, and Wyoming.

Wyoming was the first State to attain this 100 percent status. It was also the first State to give women the right to vote and the first one to elect a woman governor. Since April 1965, through June 1968, low-income families in Wyoming have enjoyed more than one million dollars worth of extra food-buying power through food stamps. Low-income families in the other 100 percent food stamp States enjoyed a combined total of nearly $42.6 million worth of bonus coupons in a comparable period of time.

Where a State is not 100 percent in the Food Stamp Program, it may be 100 percent in USDA's other family food-help program—the Commodity Distribution Program. Some of a State's counties may be in one program and some in the other, and thus 100 percent, or very nearly 100 percent family food-help status may be attained. Latest figures show that there are more than 1,200 commodity distribution programs operating in this country.

Low-income persons in commodity distribution counties receive many of the 22 foods USDA offers each month to their local governments. The foods can supply more than 75 percent of a person's daily nutritional needs. □

HELP FOR GROWERS IN MARKETING STRAWBERRIES

Need help in marketing strawberries? Here are some pointers for profit from the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service:

- Grow the varieties best adapted to your community.
- Arrange early for enough capable help.
- Pick fruit at best stage of maturity for quality.
- Closely supervise picking an

grading.

- Grade to U.S. standards.
- Have fruit officially inspected before shipping.
- Take advantage of the Federal-State Market News Service reports to find your best market.

For more information, write for a copy of Farmers' Bulletin No. 1560, "Preparing Strawberries for Market." Single free copies may be obtained from the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please use your ZIP code. □

WIDE USAGE OF USDA FRUIT AND VEGETABLE INSPECTION

Volume food buyers invest large amounts of money in the canned and frozen fruits and vegetables they serve. Naturally, they want to be sure they get the quality of products they pay for.

For many years, Federal agencies such as the military services, the Veterans Administration, and the General Services Administration have used an inspection service offered by the U.S. Department of Agriculture to assure compliance with purchase specifications for processed fruits and vegetables. Now, many non-Federal volume buyers are also taking advantage of this quality assurance program.

Currently, 27 states, Puerto Rico, and some universities and municipal institutions are using this inspection service, provided by the Fruit and Vegetable Division of USDA's Consumer and Marketing Service.

In addition, many private volume buyers such as restaurants and hospitals are also taking advantage of the program.

Under the service, USDA inspectors check the quality of processed fruits and vegetables sold to institutions under contract. The cost of this service is paid by the applicant—either the vendor or the buyer.

State governments use the program for purchases for State hospitals and other institutions.

States currently participating in the program are Arkansas, California, Colorado, Connecticut, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, Tennessee, Texas, Vermont, Virginia, and Washington.

Also enrolled in the program are Brandeis University, the University of Maine, the Denver Public School System, and the city of Boston. □

HOW TO MARKET VEGETABLES SUCCESSFULLY

How acreage-marketing guides can help vegetable growers is explained in a new publication issued by the U.S. Department of Agriculture's Consumer and Marketing Service.

The C&MS Fruit and Vegetable Division established the acreage-marketing guide program to help growers balance supplies of their crops with the demand for them. The program attempts to provide the best possible estimates of the acreage required to produce supplies that will meet market needs.

The new publication, "Match Supply With Demand to Market Vegetables Successfully" (C&MS-73), tells how C&MS economists develop the guides and how the individual grower can use them in planning the production and marketing of his crop. The four-page leaflet also lists the six guides published each year for growers of potatoes, sweetpotatoes, melons, and major vegetables for fresh market and for processing.

For a free copy of C&MS-73, write to Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code. □

PLENTIFUL FOODS FOR MAY

Thrifty shoppers have a variety of longtime favorites to choose from in May, the U.S. Department of Agriculture's Consumer and Marketing Service reports.

The plentiful foods listing for May includes turkeys, Maine sardines, onions, canned and frozen green beans, canned beets, canned tomatoes and tomato products, and canned and frozen sweet corn. □

FOOD TIPS

-from USDA's Consumer and Marketing Service

Go ahead. Smack your lips. You have just pictured a colorful bowl of large, plump, and juicy *strawberries* in a bed of thick, cold *sour cream*. This summertime fare can easily be ruined if you buy strawberries of poor quality. The U.S. Department of Agriculture's Consumer and Marketing Service recommends that when you buy strawberries (which are in best supply during May and June), look for berries with a full red color and a bright luster, firm flesh, and the cap stem still attached. The berries should be dry and clean.

Now for the *piece de resistance*—the sour cream. In several parts of the country, containers of sour cream may carry the USDA Quality Approved shield. The shield means the sour cream is of high quality and was manufactured in a clean plant under strict supervision of a USDA grader. □

* * *

Now that warm weather is approaching, another favorite food is *corn-on-the-cob*. The U.S. Department of Agriculture's Consumer and Marketing Service advises you to look for ears with fresh, green husks, silk ends that are free from decay, and stem ends not badly discolored or dried. Select ears that are well covered with plump, tender kernels. For best quality, corn should be kept moist in a refrigerator. □

Beef Carcass Evaluation Service Serves You

Just ask a C&MS meat grader to discover how easily you can get carcass data on specific slaughter cattle.

By David K. Hallet

IF YOU'RE RUNNING a 1,000-head feedlot, aiming at marketing U.S. Choice, Yield Grade 2 slaughter cattle, wouldn't you like to know precisely how close you're coming to the mark—exactly how much ribeye area your cattle are developing, thickness of fat covering, degree of marbling, and similar grade-determining factors?

If you're running a cow-and-calf operation, wouldn't you like to know which sire was producing calves with the potential for developing into high-yield, high-quality grade slaughter cattle?

You can get this information—easily and inexpensively. The U.S. Department of Agriculture's meat grading service offers a special service just for you—and others interested in obtaining detailed carcass data on specific slaughter cattle. They call it the Beef Carcass Evaluation Service and it's available for a modest fee, usually around $1 per head, anywhere a USDA grader is at work.

Although the service has been available for about 5 years, many producers and feeders apparently are unaware of it. It was developed to meet a need expressed by not only producers and feeders but also breed associations, college experiment stations, and feed and pharmaceutical companies—and it is being used both by individuals and organizations to aid in sire-testing, herd improvement, studies of nutrition and the effect of feed additives.

Essentially, all you have to do to get the carcass data you want on your cattle—or on the cattle produced from your feeders, if you can work this out with your feeder-buyer—is this:

Contact a USDA meat grader in a packing plant near you or the nearest meat grading office, which will be in one of the larger cities of your State. It will be listed in telephone books under U.S. Government, U.S. Department of Agriculture, Consumer and Marketing Service, Livestock Division.

Discuss the details of the Beef Carcass Evaluation Service with the meat grading supervisor. He can give you all necessary information—such as what's needed to retain identity of live animal with its carcass. If you already tag or tattoo your cattle, that may be all that's needed on that score.

Obviously, the animals you want evaluated must be slaughtered in a plant approved to receive meat grading service—and the permission of the packer to have this service performed must be obtained.

Plants approved for grading service must be operating under Federal inspection or under an approved State or local inspection system. For purposes of the Carcass Evaluation Service, this means there will always be an inspector or grader available to take care of the transfer of identity tags and make sure that it is your cattle that you get the data on.

You can ask for—and get—as much or as little information as you need. For example, a feeder may want to get only the quality and yield grade ratings on an entire lot, which could be obtained at very little cost. A pure-bred producer, on the other hand, may need such detailed information as conformation rating, degree of marbling, maturity rating and other quality factors such as texture of marbling, and color, firmness and texture of lean.

You can get the yield grade (by tenths) and the exact rating of one or all of the factors that went into that grade: carcass weight, fat thickness, ribeye area, the amount of kidney, pelvic, and heart fat (as percentage of carcass weight).

Naturally, the cost of the service will vary with the amount of information you request. You are charged at the regular hourly grading fee of $8.60 per hour, plus any incidental expenses such as travel. But normally, the charge comes to not much more than $1 per head.

With such detailed information, you can work toward improving your breeding, buying, feeding, and marketing operations on the basis of knowledge instead of guesswork.

Most available evidence suggests that the desirable characteristics in feeder and slaughter cattle—thick muscling, the capacity to deposit marbling without building up a thick layer of fat under the hide—are heritable traits. Accurate carcass data can make it possible for you to select your breeding stock—or source of feeders—for these traits.

And, of course, when it comes to marketing your fed cattle—there's nothing like having a sure knowledge of how your cattle have been grading, in both quality and yield, to put you into a good bargaining position with your buyers. Many buyers, of course, do have access to such information. So why not deal on an equal footing? Actually, this is fair to both sides in a bargaining situation—and a price based on knowledge of quality of the product is apt to reflect its true value. □

The author is Assistant to the Chief, Meat Grading Branch, Livestock Division, C&MS, USDA.

SMART SHOPPER RECIPES

PICTURE RECIPES are proving popular and useful in the U.S. Department of Agriculture's *Food Makes the Difference* campaign.

The Smart Shopper picture recipes are one of several means of communication being used by USDA in this campaign to help families get a wholesome, nutritious diet.

Produced by USDA's Consumer and Marketing Service, the recipes are simplified, illustrated, and use low-cost, plentiful foods. They are geared to the food needs of families participating in C&MS' Food Stamp and Commodity Distribution Programs.

The recipes show how to prepare basic dishes and introduce new and nourishing ways to use low-cost foods. Homemakers with limited reading ability and cooking skills find the pictorial recipes especially useful.

Each month C&MS distributes a set of four recipes, one new recipe for each week, to editors of food publications, organizations involved in work with low-income people, food manufacturers, and canners, who in turn may reproduce them in quantity for general distribution.

The recipes are not available to the general public directly from C&MS. They are distributed as reproducible proofs for use in training nutrition aids, in teacher education programs, as a handout for recipients at distribution centers or food stamp issuance offices, and as a bulletin for industry people.

Other information materials are available from C&MS to help low-income families improve their diet. The Smart Shopper Food Guide and the Every Day Food Guide are designed to help food shoppers select foods using the basic four food groups. The Smart Shopper Food Guide, primarily for food stamp users, contains information on economical foods in plentiful supply each month. The Every Day Food Guide contains an up-to-date list of donated foods available each month.

The guides and recipes are available from the Information Division, U.S. Department of Agriculture, Washington, D.C. 20250.

A slide series, "Food Value Stretchers," useful as an aid to any home economist working with low-income families, shows new uses of donated foods, and includes some helpful hints on preparation. The slide series can be purchased from Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Cost is $5.50.

A filmstrip can be ordered for the same price from Photo Lab., Inc., 3825 Georgia Ave., N.W., Washington, D.C. 20011. □

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LABELS THAT FLUNK THE TEST

Strict C&MS requirements result in truthfully labeled meat and poultry products.

By Dr. H. E. Steinhoff

When a housewife sees a label on a federally inspected meat or poultry product, she can be sure that every aspect of that label has been carefully reviewed and approved by specialists in the U.S. Department of Agriculture. Last year over 100,000 labels were given an "OK" by experts in USDA's Consumer and Marketing Service.

But there are other labels which the housewife never sees. These are label candidates which have been rejected for failure to meet C&MS requirements. About 3,000 labels were sent back to the drawing boards last year. Although that number is small compared to the total labels approved, it still indicates that label approval isn't a rubber stamp procedure. A review of some labels which flunked the test shows that clearance through C&MS can be difficult. By understanding the reasons for label rejections, housewives can better appreciate the value of approved labels which appear on the meat and poultry products they buy.

A significant number of labels are rejected for the improper use or omission of certain words. For example, one proposed label used the phrase "guaranteed tender." Regulations provide that when the word "guarantee" is used, the label must also state that consumers can get their money back if the contents fail to measure up to the statement.

C&MS regulations also limit other similar "promises" which producers might want on the labels. Superlatives such as "best buy" or "finest quality" must be properly qualified by the firm to read, for example, "our best buy." One bacon label was rejected recently for stating "fine taste, no waste," a promise which C&MS experts determined was unjustified for a product such as bacon with a high fat content. Also rejected was a label claiming a product gave "full vegetable protein" where the label did not also present a chemical analysis to support that assurance.

Other labels are refused approval for using unqualified expressions such as "makes 6 to 8 servings." These words must be explained by stating the size of each serving, such as 4 ounces. When a product is characterized as a "diet pack" the label must also bear a calorie and chemical analysis of the contents describing the various body-building ingredients.

Labels which claim a product is made in a certain "style" may be rejected. The term "kosher style," for example, is prohibited unless the product has been actually made under rabbinical supervision. One producer recently submitted a label for "California style spiced beef." The label was not approved since there is no recognized "California style" for this meat. In addition, the label was defective because it lacked a clear statement that the product was actually made in Pennsylvania, not California.

Similar difficulties arise when foreign countries are mentioned on the label. C&MS reviewers recently rejected a label for "Canadian style" bacon, because the words "Made in U.S.A." were not clearly shown to let consumers know the bacon did not come from Canada. Similarly, a "German brand" sausage label lacking "Made in U.S.A." was also rejected. A proposed label for "country style" sausage was rejected because the product contained nonfat dry milk and artificial coloring, two additives which a genuine "country style" sausage would not include.

Other regulations cover certain physical aspects of the label or wrapping. Consumers have been accustomed to buying bacon in half-pound, one-pound, or two-pound packages. This factor led to rejection of a proposed bacon package which would hold only 10 ounces since this irregular weight was not made sufficiently clear to the consumer. When the contents of a package is not a standard amount, the net weight must be stated in printing as large as the largest print on the package to help consumers note the difference.

Where a fresh meat package includes a see-through "window," that opening must not include any scatter print or markings which could give the meat a leaner appearance. A proposed bacon package, for example, was rejected for the similar reason that the photograph used on the label had been tinted red to give the bacon a lean look. The regulations also require a white border around any window to aid consumers in getting a true image of the contents.

Obviously, many of these label requirements cover some very fine, and perhaps minor, points. But the total effect is of direct benefit to consumers who can safely rely on a label of a federally inspected product as telling the whole truth. □

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